

ABSTRACT

The present invention includes a method and system for interactive Internet advertising and e-commerce. The method and system delivers advertisements to viewers wherein a viewer is rewarded for viewing advertisements by being offered the opportunity to win prizes, request information from the advertiser or link directly to the advertiser's e-commerce site. In one embodiment the advertisements are delivered in series as interstitial, full-screen or full browser window, static or dynamic ads. In a further embodiment, the viewers are offered the opportunity to win prizes, request information, or link to the advertiser's web site only after viewing the ad for a period of time without having these opportunities.

1. A method for delivering advertisements to viewers, comprising:
a. displaying a first advertisement to a viewer;
b. determining whether the viewer has viewed the first advertisement for a predetermined period of time;
c. if the viewer has viewed the first advertisement for the predetermined period of time, displaying a second advertisement to the viewer;
d. if the viewer has not viewed the first advertisement for the predetermined period of time, displaying a third advertisement to the viewer;
e. repeating steps a-d until the viewer has viewed the first advertisement for the predetermined period of time.